

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE		PAGE OF PAGES 1 6		
AMENDMENT/MODIFICATION NO. MODIFICATION FX-07		3. EFFECTIVE DATE SEE BLOCK 16C		4. REQUISITION/PURCHASE REQ. No.		5. PROJECT NO. (IF APPLICABLE)	
General Services Administration Federal Supply Service-Special Programs Div. (FCXA) Service Acquisition Center 1941 Jefferson Davis Highway, CM Bldg. 4 Arlington, VA 22202				7. ADMINISTERED BY (If Code			
8. Name and Address of Contractor (No., street, county, State and ZIP Code				(x)		9A. AMENDMENT OF SOLICITATION NO.	
				X		10A. MODIFICATION OF CONTRACT/ORDER NO.	
						10B. DATED (SEE ITEM 13)	
CODE		FACILITY CODE					
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input type="checkbox"/> The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers <input type="checkbox"/> Is extended <input type="checkbox"/> is not extended.							
Offer's must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:							
(a) By completing Items 8 and 15, and returning ___ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.							
12. ACCOUNTING AND APPROPRIATION DATA (If required)							
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.							
(X)		A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
		B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).					
X		C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: 52.212(c) Contract Terms and Conditions - Commercial Items, Changes. FAR 43.103(a)					
		D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u> 0 </u> copies to the issuing office.							
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)							
<p>Please refer to the attached pages.</p>							
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
_____ (Signature of person authorized to sign)				BY _____ (Signature of Contracting Officer)			

The following SIN's are deleted:

The following SIN's are added:

Block 14:

The referenced-numbered contract is hereby modified as set forth below:

- a. The GSA Multiple Award Schedule for Marketing, Media and Public Information Services is modified to change the Schedule number from 738 Part I to 541.
- b. The name of the Schedule is changed from Marketing, Media and Public Information Services to Advertising and Integrated Marketing Solutions (AIMS).
- c. The Solicitation Number is changed from FCXA-S7-99-0001-N to FCXA-M2-030001-B.
- d. The North American Industry Classification System Codes (NAICS) have changed.
- e. The Statement of Work is revised and is incorporated into the contract.
- f. Special Instructions for pricing has been revised and is found under "Proposal Instructions".
- g. SIN 541-4F for Commercial Art and Graphic Design Services is now set-aside for only small business concerns. Therefore, all large business will have 738-11 – Commercial Art and Graphic Design Services deleted from their contract.

Further, any small business that does not currently have a contract awarded for a SIN already set-aside for only small businesses (738-2, 738-3 or 738-10), will receive a new contract number for this new set-aside SIN.

- h. The Special Item Numbers (SINs) and descriptions under this solicitation have been renumbered and restructured. All SINs are revised to represent five (5) primary marketing related services with multiple specialty sub-disciplines (listed under the group title of specialized marketing services). *See attached "SIN Crosswalk" to see the appropriate SIN conversion.* Changes within each SIN are as follows:
 - SIN 541-1: Advertising Services encompasses all services that relate to advertising to include: Direct Mail Services; Media Planning; Media Placement; Public Education; Outdoor Marketing and Media Services and Broadcast Media (i.e. Radio, TV and PSA). *Contracts awarded SINs 738-5, 738-6 or 738-9 are converted to SIN 541-1.*
 - SIN 541-2: Public Relations Services includes all aspects of Public Relations Services from media training to press clippings. *Contracts awarded SIN 738-4 are converted to SIN 541-2.*
 - SIN 541-3: Web Based Marketing Services (which is set-aside for small businesses only) has been expanded to include all areas of marketing through the use of the Web. *Contracts awarded SIN 738-2 are converted to SIN 541-3.*

- 541-4 - Group Title: Specialized Marketing Services arranges specialty marketing related services as their own unique sub-disciplines under SIN 541-4 as follows:
 - Contracts awarded SIN 738-1 are converted to SIN 541-4 A
 - Contracts awarded SIN 738-12 are converted to SIN 541-4 B
 - SIN 541-4 C Exhibit Design and Implementation Services is a new SIN. *Contractors with the capability of providing the services as described under this SIN can submit a modification to add this SIN under their existing contract.*
 - Contracts awarded SIN 738-3 are converted to SIN 541-4 D (this SIN is a *small businesses set-aside*)
 - Contracts awarded SIN 738-10 are converted to SIN 541-4 E (this SIN is a *small business set-aside*)
 - Contracts awarded SIN 738-11 are converted to SIN 541-4 F (this SIN is now a *small businesses set-aside*)
- SIN 541-5: Integrated Marketing Services provides a **complete** solution that integrates various services found within each of the other primary SINs for 541-1 - Advertising Services, 541-2 - Public Relations Services, 541-3 - Web Based Marketing and any of the Specialized Marketing disciplines under 541-4. *Contracts awarded SIN 738-8 are converted to 541-5 (providing they meet the new requirement). Any contractors not able to meet the new criteria will have SIN 738-8 deleted from their contract.*
NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.
- SIN 541-99 replaces SIN 738-7. *Contracts awarded SIN 738-7 will be converted to the most appropriate new SIN.*
- SIN 541-1000 is a new SIN created for Other Direct Costs (ODCs). *All ODCs previously awarded will be converted to this SIN.*

In addition to revisions made to the current SIN structure and solicitation requirements, changes to contract clauses are also modified and incorporated into your contract as shown below.

The following clauses have been **revised**:

- FSS-FCXA-200 Proposal Instructions
- FSS-FCXB-FCX-101 Method of Award
- I-FSS-FCX-101 Final Proposal Revisions
- 52.212-1 Instructions to Offerors – Commercial Items
- 52.219-6 Notice of Total Small Business Set-Aside
- A-FSS-31 Notice of Total Small Business Set-Aside
- G-FSS-920 Ordering Procedures for Services (Requiring A Statement Of Work)

- 552.238-72 Identification of Energy-Efficient Office Equipment & Supplies Containing Recovered Materials or Other Environmental Attributes
- 52.212-4 Contract Terms and Conditions – Commercial Items
- 552.212-71 Contract Terms and Conditions Applicable to GSA Acquisition of Commercial Items
- 52.212-5 Contract Terms and Conditions required to Implement Statutes or Executive Orders – Commercial Items
- I-FSS-108 Clauses for Overseas Coverage
- I-FSS-40 Contractor Team Arrangements
- C-FSS-370 Contractor Tasks/Special Requirements
- I-FSS-106 Guaranteed Minimum
- 552.232-83 Contractor's Billing Responsibilities
- I-FSS-600 Contract Price List
- G-FSS-900-C Contract for Contract Administration
- 52.212-3 Offeror Representations and Certifications – Commercial Items
- 52.225-5 Trade Agreements
- 52.232-33 Payment by Electronic Funds Transfer – Central Contractor Registration
- 52.225-13 Restrictions on Certain Foreign Purchases
- 552.215-71 Examination of Records by GSA (Multiple Award Schedule)
- 52.229-3 Federal, State, and Local Taxes
- 552.238-FCXA-71 Submission and Distribution of Authorized FSS Schedule Pricelist
- 52.222-3 Convict Labor
- 52.225-5 Trade Agreements
- 552.238-74 Contractor's Report of Sales has been revised and changed to Industrial Funding Fee and Sales Reporting.

The following clauses have been **added**:

- I-FSS-95 Re-representation of Size Status for Option Periods
- FCX-FSS-16 Organizational Conflicts of Interest
- 552.211-15 Defense Priorities and Allocations Systems Requirements
- 552.229-71 Federal Excise Tax – DC Government

The following clauses have been **deleted**:

- CP-FSS-20 Security Examination of Hand-Delivered Offers
- A-FSS-41 Information Collection Requirements and Hours of Operation
- G-FSS-910 Deliveries Beyond the Contractual Period – Placing of Orders
- H-FSS-FCX-501 Security Clearance Requirements
- 52.219-18 Notification of Competition Limited to Eligible 8(a) Concerns
- 552.238-76 Industrial Funding Fee

The following clauses have been **replaced**:

- G-FSS-914-A Contractor's Remittance (Payment) Address has been replaced with 552.232-82 – Contractor's Remittance (Payment) Address.
- I-FSS-598 Central Contractor Registration has been replaced with 52.204-7 Central Contractor Registration
- CSP-1(ALT) Commercial Sales Practices Format has been replaced with CSP-1(ALT) Commercial Sales Format

As a result of this modification, contractors are required to comply with the following **action items**:

- (1) Electronically sign this modification.
- (1) Update your paper price list within 30 days to reflect the changes of all your awarded SINs and the new Schedule number.
- (2) Submit electronically to GSA Advantage! the new Schedule information and SIN structure within 30 days. *Keep this in mind when revising rates to reflect the reduced Industrial Funding Fee of 0.75% in accordance with clause 552.238-74 Industrial Funding Fee and Sales Reporting.*
- (3) Effective immediately, contractors may begin reporting 72A sales using the new SIN structure. Existing task orders do not need to be modified; however, the sales associated with the task order should be reported under the new SIN structure.